

EDL FEST Sponsorship + Brand Partnership Strategy

A multi-format cultural platform designed to give partners credible roles across live experience, community participation, content, and regional creative culture.

ORGANIZATION	ROLE	MARKET	SOURCE PERIOD
Culture Enterprises / Everyday Dope Life	Founder + Lead Event Producer	Hampton Roads, Virginia	2018-2019 business-development deck

EXECUTIVE BRIEF

I positioned Everyday Dope Life as more than one annual festival. The sponsorship deck presented a calendar of distinct formats - hospitality, music, campus programming, art, and festival experiences - so potential partners could align with the audience and activation environment that best matched their objectives.

18-35 CORE AUDIENCE	6 PLATFORM FORMATS	600+ 2018 FESTIVAL GUESTS	12 2018 FESTIVAL VENDORS
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AUDIENCE PROPOSITION

REACH CULTURE THROUGH PARTICIPATION

The platform connected brands with young adults, students, creatives, music and art audiences, and regional tastemakers through experiences built for active participation - not passive logo exposure.

AUDIENCE DEFINITION

PRIMARY MARKET Hampton Roads, with secondary relevance across Richmond, Northern Virginia, and Washington, D.C.	LIFE STAGE Young adults ages 18-35, including college students, emerging professionals, and entrepreneurs.
CULTURAL BEHAVIOR Music, art, fashion, popular-culture, and experience-led audiences who actively share and shape trends.	COMMERCIAL RELEVANCE Consumers with discretionary spending, peer influence, and a preference for brands that participate authentically.

PARTNERSHIP VALUE PILLARS

Cultural relevance • local-market access • live activation • content capture • community visibility • hospitality • product integration • measurable deliverables

Multiple formats created multiple ways to align

The original calendar showed how one cultural platform could create different partner environments throughout the year. The college-tour concept was forward-looking; the remaining formats reflect live or developed EDL programming.

FORMAT	EXPERIENCE	NATURAL PARTNER ROLE
Bonchon Game Night	Free hospitality and social-gaming activation in Downtown Norfolk.	Food and beverage integration; offers; guest participation; localized content.
The Playlist Party	Multi-themed party and artist showcase built around changing music moods.	Music, lifestyle, fashion, beverage, and campus-audience alignment.
Activity Hour	Campus engagement format hosted at Old Dominion University.	Student access, product trial, education, and recruitment visibility.
Side B: An innovative art installation.	An art-forward experience centered on the work of a Hampton Roads photographer.	Creative tools, technology, gallery, beverage, and local-arts support.
EDL FEST	Family-friendly Hip-Hop carnival combining performance, panels, art, vendors, food, and games.	Presenting rights, stage support, activations, marketplace, content, and community impact.
College Tour - proposed	A planned extension of EDL programming across regional campuses.	Student acquisition, employer visibility, education, and multi-market reach.

ACTIVATION INVENTORY

PRESENTING + STAGE Naming, stage integration, program recognition, talent or panel alignment, and premium brand visibility.	EXPERIENTIAL Interactive footprint, product trial, games, demonstrations, installations, or guest services.
MARKETPLACE Vendor presence, local-business support, retail integration, and community-facing offers.	CONTENT + MEDIA Pre-event storytelling, radio and digital promotion, branded interviews, recap content, and social distribution.

A sponsor promise must survive the show day

The strongest sponsorship strategy connects the sales proposition to production ownership, approvals, guest flow, content capture, and post-event reporting.

01	QUALIFY Match the partner's audience, geography, objectives, category, budget, and approval timeline to the right property.
02	SCOPE Define rights, deliverables, activation footprint, content, hospitality, exclusivity, deadlines, and measurement.
03	INTEGRATE Place every obligation inside the marketing calendar, site plan, production schedule, staffing plan, and vendor workflow.
04	APPROVE Control logos, copy, creative, permits, product, talent usage, and technical requirements before show week.
05	DELIVER Assign on-site ownership, verify installation, capture evidence, and protect the guest experience.
06	RECAP Report attendance, content, engagement, media, photos, deliverable completion, and next-step recommendations.

RECOMMENDED SPONSOR BRIEF

BUSINESS OBJECTIVE What the partner needs the investment to accomplish.	AUDIENCE + INSIGHT Who the experience reaches and why that audience matters.
RIGHTS + DELIVERABLES Exactly what is included, where it appears, and who owns each deadline.	MEASUREMENT The evidence and reporting that will demonstrate delivery and inform renewal.

PORTFOLIO NOTE / Reconstructed from the original EDL FEST 2019 sponsor pitch and historical program materials. The work sample distinguishes delivered formats from forward-looking concepts and removes unsupported or conflicting claims from the source deck.